



THE REGENERATIVE BUSINESS DEVELOPMENT COMMUNITY

WITH CAROL SANFORD

Session One: November 30, 2018

Strategy Thinking

SESSION 1, 11.30.18

Questions that Invite Consciousness

Think about Running a business. You have to know the right questions to ask, and answer! Repeatedly!

- 1. **What** are the key questions you need to consider? Repeatedly, to be non-displaceable?
- 2. **How** do you go about answering one your listed? How do they each relate and affect one another?
- 3. What is your best **answer to one of them** for your business, today?

Capacity for Consciousness is the Work

What is consciousness?

Ableness to see from a systems view, the relationship between intentions and systemic effects.

Ableness of each individual to see the effects of their actions on outcomes and then effects

Ableness to manage ourselves and for individuals to pursue the effects that matter to the business, humans we touch and Life

This is what we are offering in everything we do—Capacity for Consciousness.

18 Questions for Non-Displace-ability

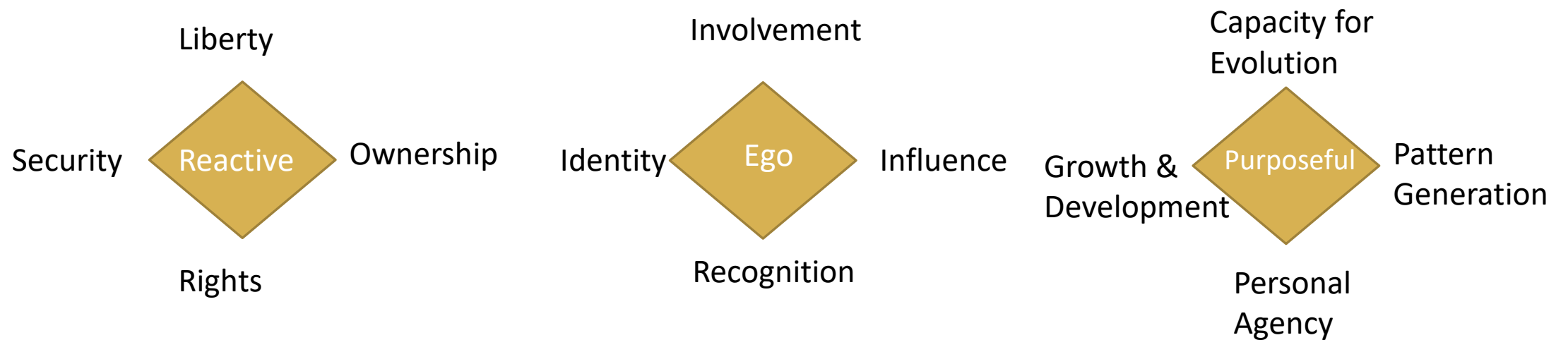
Six Strategic Questions

Six Leadership Questions

Six Operational/Management Questions

What they are and How to Think about them?

Modes of Being: How to Be & Think!



How Answer- Avoid LISTS

1. Develop, and work them, as a System where they nodal to the whole working
2. Use a Thinking Structured Framework to bring
 - Wholeness and Completeness
 - Relatedness and Complementary
 - Aligning and Integrating
3. Watch your own Modes of Being that invite reactive and inappropriate ego.

18 Questions to Ask, and Answer, Repeatedly—Question 1 & 2

Focus—

What is the direction that will differentiate our business in a way that makes it non-displaceable in a dynamic competitive spaces and future proof us in a dynamic uncertain world, operating from responsibility as an integral force?

Essence to Essence—

How do we find and build relationships with the right devoted buyers and orchestrate the right portfolio of customers/consumers, to which our Essence is most magnetic, that we most likely can be dedicated to and with them, provide the return on our offering development,

Question 3 & 4

Assessing—

Downstream: How can we **measure performance**, successfully, that internalizes all costs and gives us the best means for financial success and innovation for our business and for stakeholders to our business?

Pursuits:

Effort Realized: How can we determine and successfully accomplish the singularly focused endeavors and initiatives, while predicting their chance of success- and therefore our non-displaceability?

Question 5 & 6

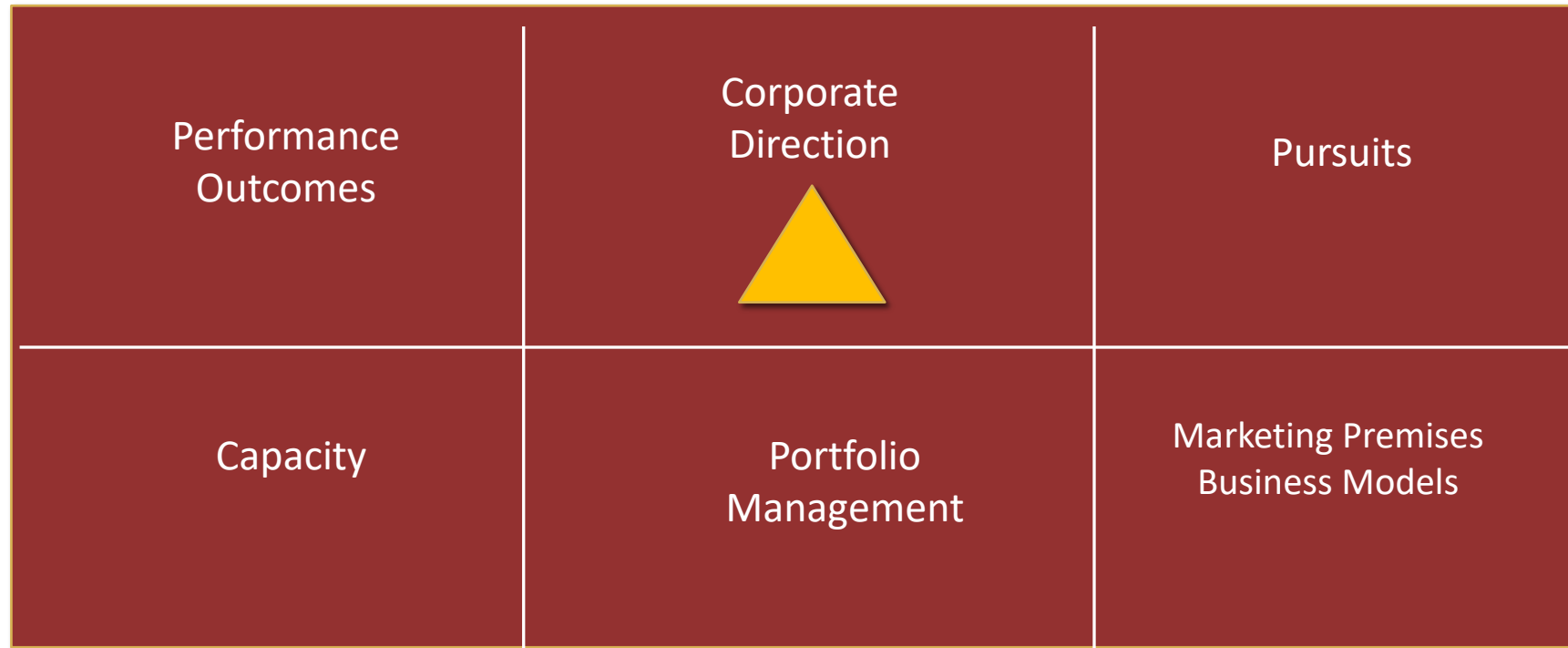
Capacity:

Leverage: How do we determine and develop the best financial and operational partners, assess divestitures and acquisitions timing and conditions; Including hiring of co-creators for managing in up and down markets?

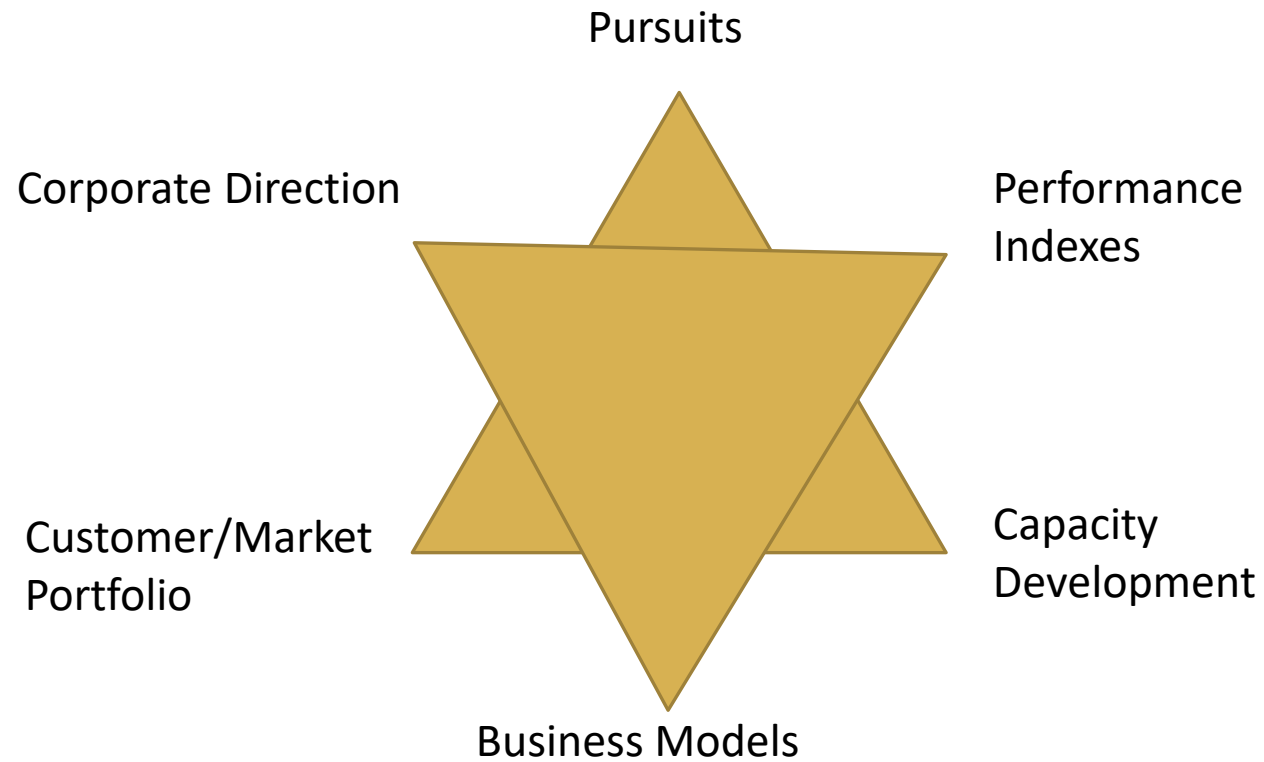
Market Premises:

Go to Market—How do we develop the best business models for our business and know when and how to update and evolve them?

Understanding Strategic Thinking as Systems Thinking



System of a Business on Strategy



Have a Dialogue— How well is your organization, as a whole, not just the top managers, able to :

1. Be **Focused** in making expenditures of energy resources and money? is not over loaded or sometimes scattered? Little confusion on direction from top to bottom? Where is there room for improvement?
2. **Differentiate between different customer and market essences** and out way to bring our essence uniquely to them? Engage in Product and service development from this? Where is there room for improvement?
3. Be clear, and have practices, on how to **assess effectiveness** of each action, by the organization take based on the effect is has on your stakeholders and what they measure? Ability of each person in the organization in doing this. (Each customer, suppliers/contractor/worker, Earth, Communities you affect, Investors of time and money). Where is there room for improvement?
4. Have a method to **assess any pursuit or initiative** on how it will serve the previous two arenas, and give you are a non-displaceable position in your market?
5. How do these four relate to one another?
6. Repeat for the last two cells.

Have a Dialogue— How well is your organization, as a whole, not just the top, able to be:

- Feel confident in your **ability to move up and down scale in up and down markets**, with capacity? Where is there room for improvement? Do you have a clear pathways for thinking this through and acting
- Distinctive and targeted with **different customer and market nodes of buyers?** You can create targeted distinctive offerings that bond them to your business? Where is there room for improvement?
- Fluid with business models as market fundamentals shift and go to market technologies and methods change? Where is there room for improvement?
- In what way do these six relate to one another?
- Take this back to your organization and involve more people. What is the role of consciousness?

Work on Developing a Conscious Business- What that takes

1. Organizing: **Explicit Shared Framework** that us collectively be more whole and complete. Working at the same place at the same time at higher levels of energy
2. Ordering: Reflection on where your mental energy is, truthfully. How do you know
 - **Automatic** -nothing new in it and has been said and thought before
 - **Sensitive** (inappropriate use)- worried about how others see me and my intelligence and competencies or how things will affect me
 - **Sensitive** (appropriate use): Can see the group and my own thinking and help manage it back onto appropriate behavior. Manage my reactive and ego behavior. And support the group process proceeding as agreed. E.g automatic talking, internal considering.
 - **Conscious**— I see a explicitly shared evolutionary purpose we are working on; seeing my own thinking and Personal development Aims— before and during engaging. I am increasingly able to manage myself, ourselves, toward a higher order work using explicit frameworks. This is the source of readying us for innovation and creativity.

Inviting the Whole Mind to Work

Frameworks

Degrees of Complexity considered as a system

Shared language and organizing of mind

Avoid polarization by agreeing on How to Work before go to work

TRBDC- Next Session

January, 18, 2019

11 am- 1 pm PT

Between Sessions- Use Frameworks and Reflection on many subjects. Use Modes of Being to reflect in meetings, on decisions, and with events.

Engage your organization in today's work! Next week and two weeks out. Build a ritual!